

A person is sitting at a desk, working on a laptop. The laptop screen shows a website with the text "The best free stock..." and "shared...". The person's hands are visible on the keyboard. In the background, there is a bookshelf filled with books and a pink storage bin. A glass of water is on the desk next to the laptop. The overall scene is a home office or study area.

Product Launch

PLANNER

GO TO MARKET

Use this exercise to define various aspects of your business to get more clarity and know what to prioritize. Use the next page if you need extra space to fill out the the business information.

What?	Who?
When?	Why?
How?	Where?

SWOT ANALYSIS

Strength	Weaknesses
Opportunities	Threats

COMPETITOR ANALYSIS

WHO ARE YOUR
TOP(3) COMPETITORS?

WHAT ARE
THEY OFFERING

WHO ARE THEIR STRENGTHS AND WEAKNESSES?

Strengths:

Weaknesses:

HOW ARE THEY REACHING THEIR CUSTOMERS?

Are they reaching new customers through ads, youtube content, blog posts etc.
how did you find out about them?

WHAT IS YOUR COMPETITOR PRICING?

This gives you an idea how much you can/should charge.

WHERE TO SELL

WHERE TO SELL ONLINE:

☐	Shopify
☐	Amazon
☐	Ebay
☐	Etsy

☐	Print-On-Demand
☐	Facebook Market
☐	E-Commerce Website
☐	

PHYSICAL PLACES TO SELL;

☐	Retail store
☐	Pop-Up Store
☐	Physical Market
☐	Sell Out of Home

☐	Sell Out of a Car
☐	Kiosk
☐	Partner with a Store
☐	Fairs/Conventions

SELLING METHODS:

☐	Direct to Customer
☐	Partner with a Distributor
☐	Partner with a Store
☐	Partner with a non-competitor

☐	Set up an Affiliate Program
☐	Dropshipping
☐	Whitelabel
☐	

Other notes:

MARKETING PLAN

[illegible]

PRE-LAUNCH CHECKLIST

[illegible]

PRE-LAUNCH COSTS

PRODUCT RESEARCH

PRODUCT NAME:

LIST OF FEATURES
CUSTOMERS WANT:

LIST OF FEATURES
COMPETITORS HAVE:

FEATURES COMPETITORS
ARE LACKING:

BRAND NEW
FEATURE IDEAS:

LSIT OF FEATURES FOR
MY PRODUCT:

OTHER NOTES
& IDEAS:

PRODUCT PRICING

PRODUCT PRICING CALCULATOR:

Hourly Wage*	
Units Produced Per Hour**	

PRODUCT PRICING CALCULATOR:

Materials Cost Per Unit	
Packaging Cost Per Unit	
Other Costs Per Unit (electric bills etc)	

TOTAL UNIT COST (ALL OF THE ABOVE COMBINED)	
Product Markup (for 30% put 1.3 etc)	
TOTAL PRODUCT PRICE (TOTAL UNIT COST X MARKUP)	

METHODS OF GETTING PAID:

☐ Paypal	☐ Check
☐ Stripe	☐

* The wage you will pay a contractor/employee or yourself

** Either items produced per hour or how many hours it will take to finish a service

Other notes:

NEW PRODUCT PLANNER

PRODUCT NAME:

PRODUCT IDEAS

PRODUCT DESCRIPTION

PRODUCT DETAILS		
MATERIALS:	COST:	PROFIT:
	SALE PRICE:	
FEES:	PACKAGING COST:	
ADDITIONAL NOTES	DATE CREATED:	
	LAUNCHED DATE:	
	PLATFORM	

PROBLEM & SOLUTION

Product Category:

Problem	Solution

Product Ideas:

--

Your Choice:

--

Platform

--

Competitive Edge

--

Forecasting

Launch Date:

Sale Price:

Profit:

PRODUCT BRAINSTORM

PRODUCT CATEGORY:

PRODUCT IDEAS

PRODUCT DESCRIPTION

PRODUCT DETAILS

COST:

PROFIT:

MATERIALS:

SALE PRICE:

PACKAGING COST:

OTHER FEES:

COST OF
MATERIALS:

COMPETITORS LISTING

COMPANY NAME

THEIR SALE
PRICE

OUR SALE
PRICE

ADDITIONAL NOTES

PRODUCT IDEAS

Product category

Digital Physical 

Product name / description

Estimated
release date

[illegible]

Product category

Digital Physical 

Product name / description

Estimated
release date

[illegible]

RELEASE DATE

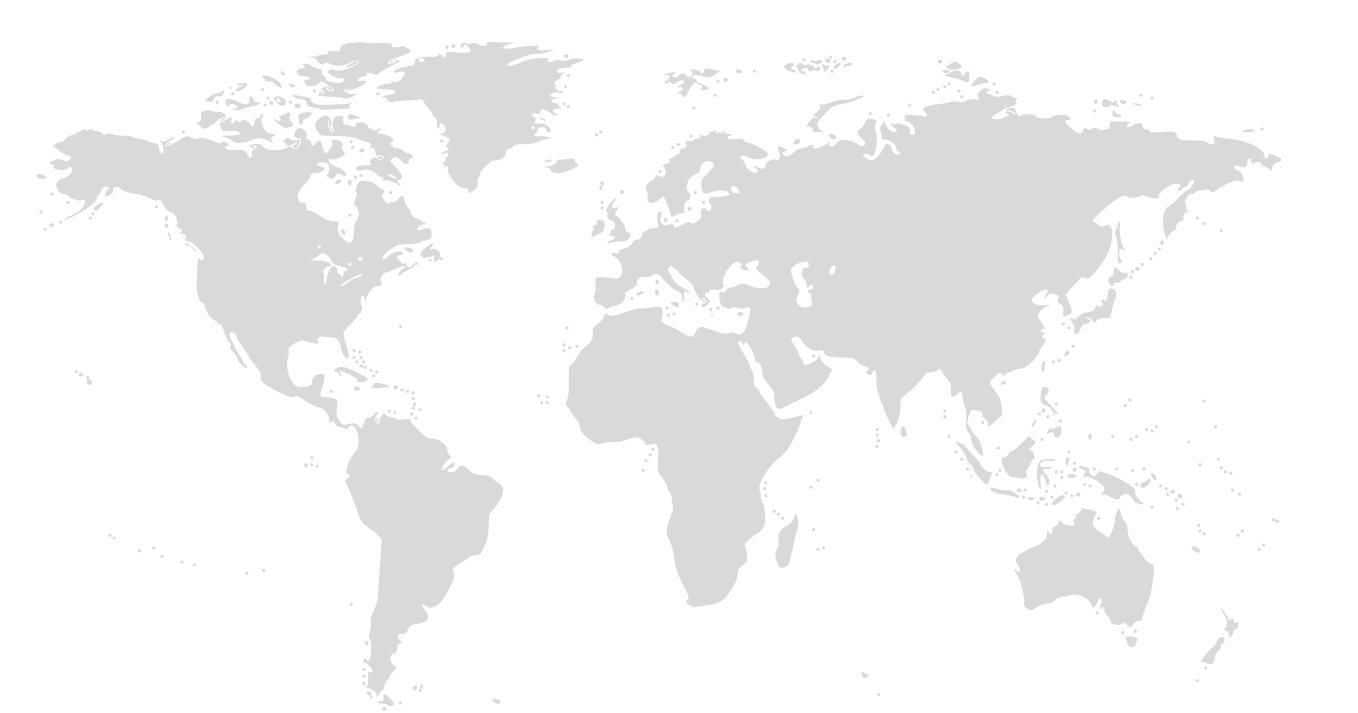
Month:	Year:
1	17
2	18
3	19
4	20
5	21
6	22
7	23
8	24
9	25
10	26
11	27
12	28
13	29
14	30
15	31
16	
Products released:	

PRODUCT UPDATES

SUPPLIES

SUPPLIES

SALES MAP



Company

Month

Year

NUMBER OF SALES PER COUNTRY

America

Country

Sales

Europe

Country

Sales

Africa

Country

Sales

Asia / Australia

Country

Sales

COUPONS & PROMOTION

Month:

Year:

Planned Campaign and Promotion	
Abandoned Cart	
Recently Favourited	
Email Sequence	

Individual Coupons				
Coupon Code	Discount	Duration	Uses	Revenue

Future Promotions:

Holiday:

AFFILIATES

Affiliate company

Start
date

Links / Promo codes

Commission

Product / Service

Payout every

Notes

Affiliate company

Start
date

Links / Promo codes

Commission

Product / Service

Payout every

Notes

Affiliate company

Start
date

Links / Promo codes

Commission

Product / Service

Payout every

Notes

ADVERTISING TRACKER

[illegible]

ONLINE STATS

	total views	subscribers	instagram	facebook	twitter	pinterest
J						
F						
M						
A						
M						
J						
J						
A						
S						
O						
N						
D						

	total orders	total revenue	best selling listing	traffic source	worst selling listing
J					
F					
M					
A					
M					
J					
J					
A					
S					
O					
N					
D					

CAMPAIGN TRACKER

[illegible]

POST PLANNER

MONTH:

[illegible]

EMAIL CAMPAIGNS

Campaign name / Email title Sent

Campaign type

☐ Automation ☐ Newsletter ☐ Advertisement ☐ Email ☐ _____

Schedule

☐ Multiple emails ☐ Single email

Main content

Key points

Send to / Conditions

Attachments

Call to action

MULTIPLE EMAILS SCHEDULE

#	Email title	Schedule	Sent
1 of ____			
2 of ____			
3 of ____			
4 of ____			
5 of ____			

RESULTS

Email opened	Link clicks	New subscribers	Unsubscribed
--------------	-------------	-----------------	--------------

GIVEAWAY PLANNER

Sponsor

Giveaway Product

Start Date

End Date

Giveaway Rules

Giveaway Instructions

Social Media Promotion

Social Media Platform



Announcement Date

Winner

Contact Details

Address

Additional Notes

Item Sent



Item Received



SPONSORSHIPS & COLLABS

☐

SPONSORSHIP

☐

COLLABORATION

Sponsored by / Collaborate with

Start date

End date

Product / Service

Review

Promotion

Concept / Requirements

Mentions / No of posts

FINANCIAL AGREEMENT

Payment details

Total amount to receive

My share (amount or %)

Cost details on various expenses

Total amount to pay

My share (amount or %)

POST SCHEDULE

#	Post type / Title	Schedule	Published
1 of			
2 of			
3 of			
4 of			
5 of			
6 of			
7 of			

SOCIAL MEDIA

MON	TUE	WED	THU	FRI	SAT	SUN
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐

☐ Instagram ☐ Facebook ☐ Twitter ☐ YouTube ☐ Pinterest ☐ Website ☐ Other

LAUNCH CONTENT IDEAS

	Post title	Platform
■		
■		
■		
■		
■		
■		
■		
■		
■		
■		

SPECIAL CONTENT BY OCCASION

	Post title	Occasion	Platform
■			
■			
■			
■			
■			

SPECIAL CONTENT FOR HOLIDAYS

	Post title	Holiday	Platform
■			
■			
■			
■			
■			

LAUNCH CONTENT PLAN

Platform

Post date

Posted

Main content / Caption

Key points

1

2

3

4

5

☐ Sponsored ☐ Ad ☐ Collab

Call to action

Link

RESOURCES / INSPIRATION

CHECKLIST

- ☐ Create content / Write caption
- ☐ Call to action & Links
- ☐ Create graphics / Thumbnails
- ☐ Check spelling / Test links
- ☐ Schedule / Publish

RESULTS & STATISTICS

Was my post popular? Audience comments, thoughts & suggestions.

Likes

Comments

Link clicks

New followers

SEASONAL PROMOTION

Year: _____

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

HASHTAG PLANNER

[illegible][illegible][illegible][illegible]

KEYWORD PLANNER

PROJECT PLANNER

Start date: _____ End date: _____

Project Name and Description:



Action Plan:

	☐	
	☐	
	☐	
	☐	
	☐	
	☐	
	☐	
	☐	
	☐	

Resources:

Priority:



Stages:

☐

☐

☐

☐

☐

DAILY PLANNER

TOP PRIORITIES

1	
2	
3	
4	

APPOINTMENTS

1	
2	
3	
4	

TODAY'S TO DO

☐	
☐	
☐	
☐	
☐	
☐	
☐	

TOMORROW TO DO

☐	
☐	
☐	
☐	
☐	
☐	
☐	

NOTES

DOODLE

WEEKLY PLANNER

WEEK

MONDAY	TUESDAY	WEDNESDAY
THURSDAY	FRIDAY	SATURDAY
SUNDAY	NOTES	

MONTHLY PLANNER

WEEK 01

WEEK 02

WEEK 03

WEEK 04

MONTH

SUN	MON	TUE	WED	THUR	FRI	SAT

YEARLY PLANNER

JANUARY

1

2

3

FEBRUARY

1

2

3

MARCH

1

2

3

APRIL

1

2

3

MAY

1

2

3

JUNE

1

2

3

JULY

1

2

3

AUGUST

1

2

3

SEPTEMBER

1

2

3

OCTOBER

1

2

3

NOVEMBER

1

2

3

DECEMBER

1

2

3

TASK CHART

TASK :

NOTES

CHECKLIST

DATE

TASK

THINGS TO DO	ACTION DATE

IMPORTANT NOTES

WORK SCHEDULE

Date:	Notes
6:00	
7:00	
8:00	
9:00	
10:00	
11:00	
12:00	
13:00	
14:00	
15:00	
16:00	
17:00	
18:00	
19:00	
20:00	
21:00	
22:00	
23:00	

TO DO LIST

Notes

[illegible]

NOTES